

Klaus Bender

Proskauer Straße 28 – 10247 Berlin – +49-177-8959628 – kb@klausbender.de
www.linkedin.com/in/klausbender/ – www.klausbender.de



Personal Profile

I am a creative allrounder. In 20 years as a creative, copywriter, and writing instructor, I've worked a wide variety of agencies, clients, and jobs. The guiding principle: I must create. I strongly believe in a "learning mindset," creative resilience, and flow as work and leadership guidelines.

Key Achievements

Twenty years of copy and concept national and international projects and integrated campaigns. From pitch to brand development, from startup to blue-chip and from boutique agencies to networks. Please take a look at my portfolio – www.klausbender.de. Some achievements in brief:

- Freelance and permanent work for the **Monks** offices in Dublin, London and Berlin for the **YouTube Shorts Launch 2021, Google Chrome Mobile 2023, Google B2C campaign OMR 2025, Google Veo 3 Launch 2025, Google Deutschland Instagram Launch 2025, PIËCH Automotive, BMW Social and BMW DACH** campaigns both in national and international set-ups and often bilingual (German/English). My permanent work for Monks started in late 2023.
- Script advisor for **Global Citizen's** 2019 Berlin event. Speakers included 8th UN General Secretary **Ban Ki-Moon** and world bank president **Kristalina Georgieva**. Live-editing speeches as well as scripting for the hosts **Nikeata Thompson** and **Hadnet Tesfai**.
- Creative consultant for **wysker**, Germany's first ICO financed startup. Developing the founder's vision into a corporate purpose and brand manifesto used for funding and communications. Winning the **UNESCO & Netexplo Innovation Award 2018**.
- Teaching over **175 copywriting students** (many of them award-winning and globally successful, including ECDs, CDs, Drum Top 10 copywriters/Ads/CDs) at **Miami Ad School Europe** (courses taught - Copy Techniques I, II, III and Scriptwriting) since 2016.
- German copy-lead for award-winning, global **Allianz** image campaign employing a – at the time – groundbreaking content strategy. Creative direction for 15+ YouTube mini-documentaries within a year. Awarded at the **New York Festivals 2011** with a **Silver Midas** for integrated campaigns.
- Concept and copy for **Mercede-Benz, Maybach** and **McLaren SLR** brands of **Mercedes-Benz**. Further "mobility brand" experience includes AMG, Audi, COUP by Bosch (now Tier), Smart and Volkswagen for **ShanghaiBerlin, BCG Digital Ventures, Metadesign, Creative Game Institut** and **kapacht/DDB**.

Career

Senior Copywriter/Creative – Monks Germany GmbH, Berlin	2023 to date
Instructor for Copy- & Scriptwriting – Miami Ad School Europe, Berlin	2016 to date
Freelance Copywriter & Creative – Freelance, Berlin	2011 to 2023
Senior Copywriter & Copy Lead – Atletico International GmbH/Grey Global, Berlin	2009 to 2011
Copywriter – SHANGHAI BERLIN GmbH & Co. KG, Berlin	2005 to 2009
Event Conceptor – Wohlgemuth & Company GmbH, Stuttgart	2000 to 2003

References

Copywriting, concept, creative direction for, among others, the following **agencies**: Atletico Berlin / Grey Germany, BCGDV, Hopf Strategie, iconmobile, Nodes Agency, No Man Is An Island, Monks, Metadesign, kapacht/DDB, Ketchum Pleon, Kreuzbergkind, Lode, Saatchi Pro, Unit III and valtech.

Clients and **brands** included AbZ Pharma, Allianz, AMG, ARAG, Audi, AXA Real Estate, Billy Boy Kondome, Bytedance/TikTok, Bosch, BMW, Campari Group, CBRE, Condor, Continental, Coup, Deutsche Bahn, Generali, Glenfiddich, Global Citizen, Google, hbyrd, Karstadt, KaDeWe, Maybach, Mercedes-Benz, Mini, phenogy, ratiopharm, Smart, Tullamore DEW, United Internet, Volkswagen, Valyo, William Grant & Sons, wysker, YouTube and many more.

Core Skills

Copywriting	Concept Development	Creative Strategy	AI Aided Creative
Creative Writing	Campaigning	Creative Sprints	Advertsing
Mentoring	Talent Development	Bilingual (DE/ENG)	

Education & Certificates

Bachelor Arts (Hons.) Multimedia Design – SAE Institutes/ University of Middlesex	2001 to 2004
Creative Strategy Diploma – Miami Ad School Europe/ Infinity Campus/ OMR	2023

Personal Development

Volunteer – Volunteer and 2019-2022 board member, ObDach? e.V., homeless shelter, Berlin	2016 to 2024
Visual Artist – Printing pain & pleasure – linocut portraits of underground artists	2017 to date